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i. McBeth-Brown
5/10/01
PATENT
Docket No. 001

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Sean Fitzgerald
Sean Fitzgerald

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

William Wanker

Serial No.: 09/290,006

Filing Date: April 11, 1999

For: CUSTOMIZABLE ELECTRONIC
COMMERCE SYSTEM AND METHOD

Examiner: Nguyen, T.

Group Art Unit: 2172

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RESPONSE TO FIRST OFFICE ACTION AND AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Applicant respectfully responds to the first Office Action mailed on January 31st, 2001. This response was mailed by first class mail on April 30th, 2001, within the three month period set for response.

Claims 1-13 are pending in the application. Claims 14-35 have been added.

RESPONSE

The Office Action mailed on January 31st, 2001 rejected claims 1-13 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,550,746 issued to Jacobs. Applicant traverses this rejection.

The present invention relates to a system of selecting merchants. More particularly, once a consumer is interested in purchasing a particular product the consumer would use the

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02 FC:203

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